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Australia

Grain and Feed

New Support for Wheat Exporters to Develop Markets Announced

2009

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Report Highlights:

Under the Wheat Export Technical Market Support Grants Program, A\$600,000 will be allocated over three years to assist Australian companies that are new to marketing and exporting wheat to deliver effective technical market support to their customers. Funding of up to A\$200,000 per year will be available from 2008-09. The program is funded as part of the Government's A\$9.37 million transitional assistance package following the introduction of a new bulk wheat export marketing system in 2008.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Canberra [AS1]
[AS]

The Agriculture, Fisheries and Forestry Minister, Tony Burke, has urged exporters to apply for grants under a new grants program - the Wheat Export Technical Market Support Grants Program. The program is funded as part of the Government's A\$9.37 million transitional assistance package following the introduction of a new bulk wheat export marketing system in 2008 (see GAIN Report AS8028).

A\$600,000 will be allocated over three years to assist Australian companies that are new to marketing and exporting wheat to deliver effective technical market support to their customers. Funding of up to A\$200,000 per year will be available from 2008-09. Successful applicants will be able to access up to A\$60,000 on a matching dollar-for-dollar basis. Distribution of funding will be merit based and is limited to the funding limits stated above.

The Wheat Export Technical Market Support Grants program recognizes the challenges faced by new exporters trying to develop technical market support arrangements that were traditionally conducted by AWB Ltd prior to deregulation. Minister Burke has acknowledged that technical market support should be the responsibility of exporters, but stated that it will take time for new entrants to develop support arrangements.

Funds under the program are available to all exporters, with priority to be given to new or smaller exporters or niche marketers. It is designed to support innovative export ideas which establish long-term sales relationships, rather than one-off sales or new product development. Applicants must demonstrate that any funding received will be used to develop effective long term sales relationships, rather than one-off sales events.

"The grants will assist new exporters and help to develop new sales opportunities for wheat, particularly in niche markets," Mr. Burke said. "The Government wants to help exporters take advantage of the opportunities available in the new marketing environment which has given choice to growers for the first time in 60 years. "The program will benefit exporters who are new to the business or have less experience or financial capacity to deliver effective technical market support."

Work eligible for funding under the program includes:

- using consultants to advise on technical market support;
- visiting potential customers and bringing buyers to Australia to establish and develop market opportunities; and
- technical assistance on processing Australian wheat to meet customer requirements.

Details of the policy guidelines for the program can be found on the Department of Agriculture, Fisheries and Forestry website at <http://www.daff.gov.au/tmsgp>.

Recent Reports from FAS Canberra

The reports listed below can all be downloaded from the FAS website at: <http://www.fas.usda.gov/scripts/AttacheRep/default.asp>.

Report Number	Title of Report	Date
AS9001	Australian Government Announces Food Production Grants Programs	01/23/09
AS8061	Recent Weather & Crop Impact	12/29/08
AS8060	Dried Distillers Grain	12/29/08
AS8059	Wine	12/08/08
AS8058	December Grain & Feed Update	12/03/08

AS8057	Cotton Quarterly Update	11/26/08
AS8056	Western Australia lifts ban on GM Cotton	11/25/08
AS8055	Fresh Deciduous Fruit Annual	11/21/08
AS8053	Citrus Annual	11/14/08
AS8052	November Grain Lockup	11/03/08
AS8051	Final IRA for Chicken Meat released by Biosecurity Australia	10/31/08
AS8049	Dairy Annual 2008	10/20/08
AS8048	Grain and Feed October Update 2008	09/26/08
AS8047	Sugar Semi-Annual	09/26/08
AS8046	Exporter Guide	09/15/08
AS8044	FAIRS Export Certificate Report	09/04/08
AS8043	2008 September Voluntary Grain Report	08/28/08
AS8041	Cotton Quarterly Lock-up	08/27/08
AS8040	Competitiveness of Grocery Pricing in Australia Investigated	08/20/08
AS8039	2008 Livestock Annual	08/22/08
AS8038	FAIRS Country Report	07/31/08
AS8037	The Australian Emissions Trading Scheme NFF Policy	07/22/08
AS8036	Draft Organic Standard Released for Comment	07/22/08
AS8035	Biotechnology Annual	07/15/08
AS8033	Grain and Feed Quarterly Update	07/08/08
AS8032	Wheat Reform Legislation Passes in Parliament	06/25/08
AS8030	Grain and Feed Situation Update	06/13/08
AS8029	Response to the "Safeguards Inquiry Into The Imports of Pigmeat"	06/06/08
AS8028	New Wheat Marketing Legislation Progresses Through Parliament	06/05/08
AS8027	Biofuels Annual	06/04/08
AS8026	Aust Govt Expresses Disappointment Over Farm Bill	05/27/08
AS8024	US Farm Bill: Lost Opportunity – Minister for Trade	05/19/08
AS8023	Dairy Semi-Annual	05/19/08
AS8022	ABARE Report indicates GM crops will provide economic benefits to Australian regions	05/15/08
AS8020	Cotton Annual	05/01/08
AS8019	Draft IRA for Stone Fruit from the US Released for Comment	04/29/08
AS8017	Stone Fruit Annual	04/11/08
AS8016	Pork Safeguard: Productivity Commission Final Report	04/07/08
AS8015	Sugar Annual	04/08/08
AS8014	Grain & Feed Annual	03/28/08